

WE CLAIM:

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1. A method for communicating advertisements to a mobile station,
said method comprising:

5 receiving one or more keywords from the mobile station;
identifying an advertiser profile matching the keywords; and
transmitting an advertisement corresponding to the advertiser
profile to the mobile station.

10 2. The method of claim 1, further comprising:
determining a location of the mobile station,
wherein said identification of the advertiser profile is based on
the keywords and the location of the mobile station.

15 3. The method of claim 1, further comprising:
determining a first service area of a base station having the
mobile station registered therein;
determining a second service area of a potential handoff base
station,
20 wherein said identification of the advertiser profile is based on
the keywords, the first service area, and the second service area.

25 4. The method of claim 1, further comprising:
retrieving a user profile corresponding to the mobile station,
wherein said identification of the advertiser profile is based on
the keywords and the user profile.

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5. The method of claim 1, further comprising:
determining a location of the mobile station; and
retrieving a user profile corresponding to the mobile station,
wherein said identification of the advertiser profile is based on
5 the keywords, the location of the mobile station, and the user profile.

6. The method of claim 1, further comprising:
verifying a reception of the advertisement by the mobile station
in response to a reception of a responsive command from the mobile station
10 that indicates a reception of the advertisement by the mobile station.

7. The method of claim 1, further comprising:
establishing a communication link between the mobile station
and a telecommunication device associated with an advertiser represented in
15 the advertisement in response to a reception of a contact command indicating
a desire of a user of the mobile station for an establishment of the
communication link.

8. A system comprising:
20 a mobile station including means for transmitting one or more
keywords; and
a computer including
means for identifying an advertiser profile matching the
keywords, and
25 means for transmitting an advertisement corresponding to the
advertiser profile to said mobile station.

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9. The system of claim 8, wherein
said computer further includes means for identifying the
advertiser profile based on the keywords and a location of said mobile station.

5 10. The system of claim 8, wherein
said computer further includes means for determining a first
service area of a base station having the mobile station registered therein;
and
said computer further includes means for determining a second
10 service area of any potential handoff base station,
wherein said identification of the advertiser profile is based on
the keywords, the first service area, and the second service area.

15 11. The system of claim 8, wherein
said computer further includes means for identifying the
advertiser profile based on the keywords and a user profile corresponding to
said mobile station.

20 12. The system of claim 8, wherein
said computer further includes means for identifying the
advertiser profile based on the keywords, a location of said mobile station
and a user profile corresponding to said mobile station.

25 13. The system of claim 8, wherein
said computer further includes means for verifying a reception of
the advertisement by the mobile station in response to a reception of a
responsive command from the mobile station that indicates a reception of
the advertisement by the mobile station.

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14. The system of claim 8, wherein
said computer further includes means for establishing a
communication link between the mobile station and a telecommunication
device associated with an advertiser represented in the advertisement in
5 response to a reception of a contact command indicating a desire of a user of
the mobile station for an establishment of the communication link.

15. A computer program product in a computer useable medium for
communicating advertisements to a mobile station, said computer program
product comprising:

computer readable code for receiving one or more keywords
from the mobile station;

computer readable code for identifying an advertiser profile
matching the keywords; and

15 computer readable code for transmitting an advertisement
corresponding to the advertiser profile to the mobile station.

16. The computer program product of claim 15, further comprising:
computer readable code for identifying the advertiser profile
20 based on the keywords and a location of said mobile station.

17. The computer program product of claim 15, further comprising:
computer readable code for determining a first service area of a
base station having the mobile station registered therein; and
25 computer readable code for means for determining a second
service area of any potential handoff base station,
wherein said identification of the advertiser profile is based on
the keywords, the first service area, and the second service area.

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as added

18. The computer program product of claim 15, further comprising:
computer readable code for identifying the advertiser profile
based on the keywords and a user profile corresponding to said mobile
station.

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19. The computer program product of claim 15, further comprising:
computer readable code for identifying the advertiser profile
based on the keywords, a location of said mobile station and a user profile
corresponding to said mobile station.

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20. The computer program product of claim 15, further comprising:
computer readable code for verifying a reception of the
advertisement by the mobile station in response to a reception of a
responsive command from the mobile station that indicates a reception of the
advertisement by the mobile station.

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21. The computer program product of claim 15, further comprising:
computer readable code for establishing a communication link
between the mobile station and a telecommunication device associated with
an advertiser represented in the advertisement in response to a reception of a
contact command indicating a desire of a user of the mobile station for an
establishment of the communication link.

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